WHOLE EARTH INSTITUTE

PRESENTS

CYBERTHON

A 24-hour Adventure in Virtual Reality

September 1990

Dear Cyberthon Guest,

On behalf of all of us at POINT Foundation, thank you for your ticket order and welcome to Cyberthon.

Our presenter list is growing daily and the event promises to be Colossal not only in its location but in its format and agenda as well. While the actual program is still being finalized, the event is definitely going to be in two parts — one area for speakers, panels and group activities, and another for demonstrations and hands-on experience of virtual reality.

Several people have asked and the answer is, yes, we are going to have a physical maze where you will venture from one room to another, never knowing if you are moving into reality or virtual reality. In this maze you will find presenters like **Autodesk, Sense8, Stephen Beck, Antenna Theater**, and a host of others. You will also see videos of and about VR, munch on real food, play VR games and have the opportunity to build your own virtual world.

In the other area there will be speakers and panel members like **William Gibson, Scott Fisher, Stewart Brand, Myron Kruger, Margaret Minsky, Tom Furness, Warren Robinett, Wendy Kellogg**, and **Terrence McKenna** to name a few.

To help you get ready for this marathon event, in addition to your ticket(s) I am enclosing some general information on the following:

Directions on how to get to Colossal Pictures
Recommendations on places to stay in San Francisco
Suggestions on articles you might read before coming to the event

Hopefully this information will answer your questions, but please feel free to call us at (415) 332-1716 for further details.

Yours truly,

S. Leonard

Stephanie Leonard
Whole Earth Institute

27 GATE FIVE ROAD SAUSALITO, CA 94965 PHONE (415) 332-1716 FAX (415) 332-2416

WHOLE EARTH INSTITUTE

PRESENTS

CYBERTHON

A 24-hour Adventure in Virtual Reality

Important Please Read This

Dear Cyberthon Participant,

Cyberthon has taken on a life of its own. It started out as a way to have a small number of select non-technical people experience virtual reality in a creative way so that they could discuss and evaluate this new technology intelligently. That is still the core of this 24-hour event. But expectations and excitement about this technology have proliferated so fast that Cyberthon has come to include demonstrations of many related technologies and arts, such as holography, multi-media, tele-presence, and virtual audio environments.

However the number of people attending and presenting at Cyberthon has also swollen to the point where we can no longer guarantee that all attendees will have a quality experience in virtual reality. In a word, it is overbooked. There is a very, very limited amount of equipment in the world capable of letting you create a virtual reality experience. We will have access to most of the known working virtual reality systems, but they are still not enough to provide a quality experience for all who are planning to attend. In particular, the most advanced virtual reality system to date, Jaron Lanier's VPL set-up, will be able to serve only a very limited number of people via a magical mystery bus tour to an off-site location.

Although we will not be able to give everyone an opportunity to don the goggles and glove, we feel the Cyberthon event is still really cool. Among the many events planned are a virtual jump from the Golden Gate Bridge, a virtual dining experience, force-feedback technology, a team interactive game from LucasFilm, and William Gibson's first immersion into cyberspace (his own invention).

For some, the gamble of getting time on the Virtual Reality systems and the fun of watching friends and like-minded strangers experience it for the first time (I find myself enjoying others in it more than being in it myself) will make Cyberthon a memorable 24 hours. For others, the uncertainty of being able to personally wear the goggles and glove will mean the event will not work for you. We owe you an apology and your money back in full, plus whatever penalties you might incur for change in travel plans. This will be disappointing news, but we'd rather not have you disappointed at the event. The truth is we will be able to get approximately one out of two folks into one of the high tech Virtual Reality systems with the limited amount of VR equipment now working, despite the best efforts by us and the over-worked crews at the VR development centers.

Please contact Cheryl Nash or Stephanie Leonard at 415/332-1716 if you have any questions.

Sincerely,

Kevin Kelly
POINT Foundation &
Whole Earth Catalog

27 GATE FIVE ROAD SAUSALITO, CA 94965 PHONE (415) 332-1716 FAX (415) 332-2416

Directions To Cyberthon

To Be Held At Colossal Pictures
1598 Custer Avenue, San Francisco

PUBLIC TRANSPORTATION

Bus:

- Take the #15-Third line all the way down to Custer Avenue
  (#15 starts in North Beach, goes through downtown, past the Transbay Terminal, past the SP train depot, and China Basin before going down Third Street)
- Turn right on Custer Avenue and walk to the end

BART:

- Get off at the Montgomery Street Station
- Walk to Market and Second Street and take the #15-Third Bus all the way down to Custer Avenue
- Turn right on Custer Avenue and walk to the end

BY CAR OR TAXI

From The Airport and Points South:

- Take Hwy 101 North to the Army Street exit
- Follow Army Street EAST to Third Street and turn right
- Proceed south on Third Street to Custer Avenue (after the Art Deco Bridge) and turn right
- Follow Custer Avenue to the end — Colossal Pictures is on the corner of Rankin Street and Custer Avenue

From Marin and Points North:

- Take Hwy 101 South to the Army Street exit
- Follow Army Street EAST to Third Street and turn right
- Proceed south on Third Street to Custer Avenue (after the Art Deco Bridge) and turn right
- Follow Custer Avenue to the end — Colossal Pictures is on the corner of Rankin Street and Custer Avenue

Recommended Virtual Reality Articles

Barlow, John. "Being in Nothingness." *Mondo 2000*, No. 2 (Summer 1990): 34-43.

Fisher, Scott. "Virtual Interface Environments." In *The Art of Human-Computer Interface Design*, edited by Brenda Laurel, 423-38. Menlo Park: Addison-Wesley Publishing Company, 1990.

Heilbrun, Adam. "Virtual Reality: An Interview with Jaron Lanier." *Whole Earth Review*, No. 64 (Fall 1989): 108-19.

Levy, Steven. "Brave New World." *Rolling Stone* (June 1990): 92-100.

Rheingold, Howard. "What's the Big Deal about Cyberspace?" In *The Art of Human-Computer Interface Design*, edited by Brenda Laurel, 449-54. Menlo Park: Addison-Wesley Publishing Company, 1990.

Walker, John. "Through the Looking Glass." In *The Art of Human-Computer Interface Design*, edited by Brenda Laurel, 439-48. Menlo Park: Addison-Wesley Publishing Company, 1990.

Miscellaneous

Suggestions on where to stay:

While there are no hotels in the immediate vicinity of Colossal Pictures, we can suggest two places where you can get a discount just by mentioning that you are a Cyberthon guest.

For a quality hotel:

The Handlery Union Square Hotel
351 Geary Street, San Francisco, CA 94102
(415) 781-7800 (ask for Carol Manning)

For fun and funky:

The Phoenix Inn
601 Eddy, San Francisco, CA 94109
(415) 776-1380 (ask for Chip)

Napping:

Right now we are trying to locate some kind souls who would be willing to donate cots and/or futons so that we can create a nap room for those of us who may need a short rest during the 24 hours. This room will be small, so it is not a good idea to consider it a space where you can get a night's sleep.

Photography:

POINT will have one official film crew and one still photographer roaming throughout the 24 hours, taking pictures which will be used in future documentation or a multi-media extravaganza. (Be warned that you might see yourself in these pictures.) Because of the nature of the event and lighting parameters, it is necessary to limit the number of camera crews in this way. Members of the press can purchase shots taken by our photographer.

Feel free to bring your own 35-mm or video camera and take your own shots — with NO FLASH. We would appreciate it if you would give copies of interesting shots to POINT for use in the documentation or multi-media extravaganza.